



# ROTARY AND MEMBERSHIP

Subject: Membership

Presenter: DGN Waddy Sowma

Date : April 2016

- Membership Update

- Membership Growth

# MEMBERSHIP UPDATE

<b>GENDER</b>	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016 ( April 20 )</b>
MALE	1526 ( 77% )	1505 ( 76% )	1489 ( 74% )
FEMALE	462 ( 23% )	484 ( 24% )	530 ( 26% )
<b>TOTAL</b>	1988	1989	2019

# MEMBERSHIP UPDATE

<b>2011 July 1</b>	<b>2015 July 1</b>	<b>2016 April 20</b>
2024	1981	2019

# MEMBERSHIP UPDATE

- 22 Clubs: net loss of members in 2015-16
- 46 Clubs : net gain of members in 2015-16

# MEMBERSHIP UPDATE

- 12 of the 68 Clubs have 15 members or less
- 31 of the 68 Clubs have 25 members or less

# MEMBERSHIP GROWTH

- Membership Growth
  - Attraction
  - Retention

# MEMBERSHIP ATTRACTION



# MEMBERSHIP ATTRACTION

- Stronger clubs through membership growth

# MEMBERSHIP ATTRACTION

- Diversification : gender, race, age, classification
- Public Image: Rotary Brand, Rotary Stories
- Networking Events
- Reach out to Club “Helpers “

# MEMBERSHIP ATTRACTION

- Promote Interaction and Transitioning with Rotaract
- Encourage Family of Rotary Events
- Set Goals and Overall Plan

# MEMBERSHIP RETENTION

- Engage your members
- Get to know your members
- (New) Member Orientation
- Improve each member's “ Joy of Rotary
- Meaningful Induction Ceremonies
- Get them involved as quickly as possible

# MEMBERSHIP RETENTION

- Think about more and effective Projects
- Fun , Food and Fellowship
- Hands on Projects
- Engage different Generations